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1. (original) A printer including a transceiver adapted to communicate with transponders, comprising:
a printhead;
a media conveyance adapted to transport a series of discrete media to said printhead and through a transponder operating region, at least some of said media including a transponder;
a near field coupler configured to generate a near field effect to couple with the transponder for data transfer;
the near field coupler having a plurality of lines electrically interconnected in parallel, and a spaced away ground plane.
2. (original) The printer defined by claim 1 wherein the near field coupler is formed as traces on a printed circuit board.
3. (original) The printer defined by claim 1 wherein the near field coupler has a characteristic impedance and the near field coupler is terminated by a terminating resistor having a different characteristic impedance.
4. (original) The printer defined by claim 1 wherein the plurality of lines are arranged parallel to each other.
5. (original) The printer defined by claim 1 wherein at least one of the plurality of lines has a zig-zag configuration.
6. (original) The printer defined by claim 1 wherein said printhead is positioned and configured to print on or adjacent said transponder while it is still in said transponder operating region.

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7. (original) The printer defined by claim 1 wherein said printhead is positioned and configured to print on or adjacent said transponder when it is outside of said transponder operating region.

8. (original) The printer defined by claim 1 adapted to feed a web of spaced transponders through said transponder operating region, and wherein said printer communicates with a transponder located in said transponder operating region but concurrently not with another transponder located outside of said transponder operating region.

9. (currently amended) A system comprising an RFID transceiver and adapted to communicate exclusively with a single transponder located in a predetermined transponder operating region, said system comprising:
a near field coupler having a spatially selective near field property extending into the transponder operating region;
the system configured to establish at predetermined transceiver power levels a mutual coupling which is selective exclusively for a single transponder located in said transponder operating region.

10. (original) The system defined by claim 9 wherein the near field coupler has a plurality of electrically parallel lines.

11. (original) A method of establishing communication between a transceiver and a single transponder located in a predetermined confined transponder operating region, comprising:
generating a near field in an transponder operating region which varies in response to a radio frequency input signal; and
establishing at predetermined power levels of the transceiver a mutual coupling which is selective exclusively for a single transponder located in said transponder operating region.

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12. (original) The method defined by claim 11 including locating forming the near field with a coupler having a plurality of lines electrically connected in parallel.
13. (original) The method defined by claim 11 including transporting a web of labels through said transponder operating region, at least some of which labels have an RFID transponder, and wherein said method includes printing on said labels.
14. (original) The method defined by claim 11, further including the step of incrementally advancing the transponder within the transponder operating region, if the transponder is located at a field strength gap of the transponder operating region.
15. (currently amended) A near field coupling device, comprising:
a plurality of lines electrically interconnected in parallel;
a ground plane spaced away from the plurality of lines; and
a terminating resistor coupled to the lines, the terminating resistor selected not to match a characteristic impedance of the plurality of lines;
16. (original) The near field coupling device of claim 15, wherein the plurality of lines are formed as at least a first trace on a printed circuit board and the ground plane is formed as a second trace on a printed circuit board.
17. (original) The near field coupling device of claim 15, wherein at least one of the plurality of lines has a zig-zag characteristic.
18. (currently amended) The near field coupling device of claim 15, wherein the plurality of lines are spatially aligned coplanar and parallel to each other.

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19. (original) The near field coupling device of claim 15, wherein the length, width and interspacing of the plurality of lines is selected for a desired bandwidth.

20. (canceled)

21. (original) A near field coupler for communication with an transponder located in a transponder operating region, comprising:

a near field coupler receiving an RF communication signal and configured to produce an array of spaced near field concentrations responsive to the RF communication signal, the spacing of said near field concentrations along a predetermined direction being significantly less than a smallest dimension of said transponder in said predetermined direction such that said transponder overlaps and is excited by a plurality of said field components when located in said transponder operating region.

22. (original) The coupler of claim 21 wherein said near field concentrations are formed by lines configured in an array with a spaced parallel geometry.

23. (original) The coupler of claim 22 wherein said lines comprise leaky edges formed in a microstrip coupler.

24. (original) The coupler of claim 22 wherein said lines have a zig-zag configuration.

25. (original) The coupler of claim 22 wherein said lines are formed as a trace on a printed circuit board having a separate ground plane.